

# Tere



**Kas ma naen  
välja nagu  
eestlane**



# Situ ruttu karu tuleb



**STORYTELLERS  
ARE POWERFUL  
PROBLEM SOLVERS  
(GREAT LEADERS LEAD WITH STORY)**



# RAISE YOUR HAND

- Are you a powerful storyteller?
- Are you able to sell to your customers, employees and investors?
- If you know a way to sell your company?
- If you know a way to sell?



# YOU ARE A STORYTELLER



# EXERCISE

TURN TO THE PERSON BESIDE YOU

- One person takes 30 seconds and starts off with below statement and then switch roles

YESTERDAY I DID...



**DO YOU KNOW A **LEADER WHO ATTRACTS**  
MORE CUSTOMERS, MORE INVESTMENT AND  
MORE TALENT?**





# DO YOU KNOW A **LEADER WHO ATTRACTS** MORE CUSTOMERS, MORE INVESTMENT AND MORE TALENT?

- “Well they have a bigger audience”
- “They have been around longer”
- “Every culture has different type of leader”

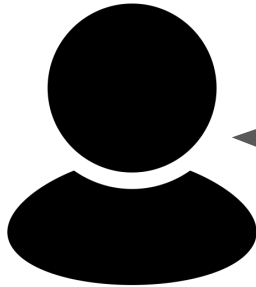


**YOU**

**MISSING LINK??**

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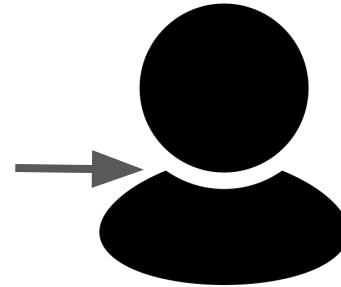
**THEM**



Result A

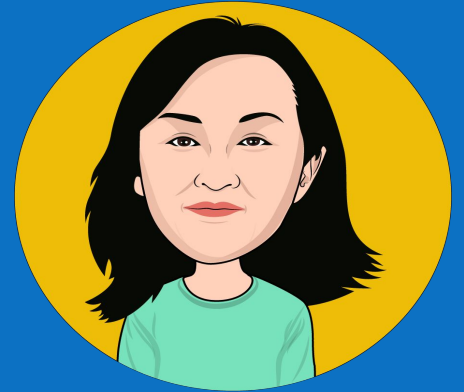
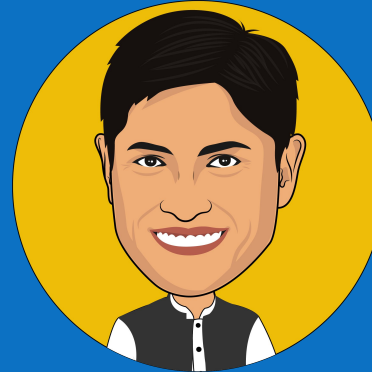
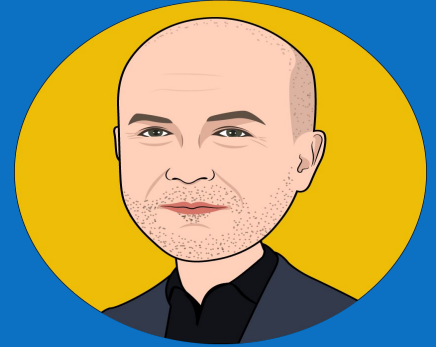
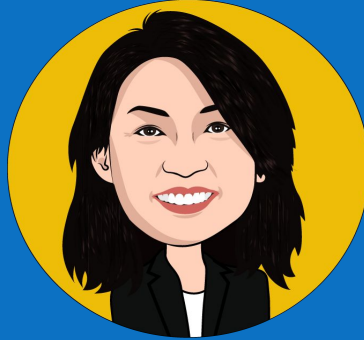


**SAME STRATEGY**



Result B





# Messaging, Influence and leadership..

AKA

# STORYTELLING

**You Don't Know How To Sell or Communicate  
to How the "NEW" Brain Works**



# How many have ever thought...

- Our products are GOOD. Why aren't people buying?
- Why are our competitor selling more, when our products are better?
- Why aren't we growing more?"

**I CAN FIX THAT!**

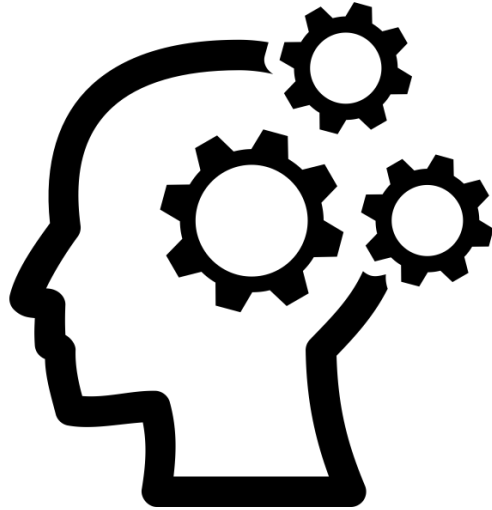
I want you to think about  
What's going to happen if you don't fix this.  
What's your business going to look like?



# What would your business look like?

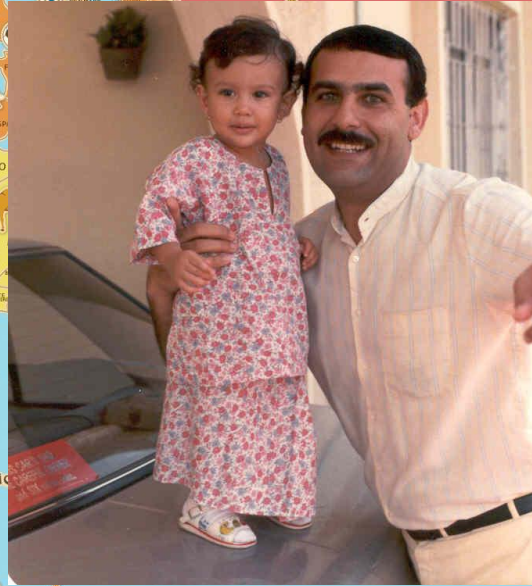
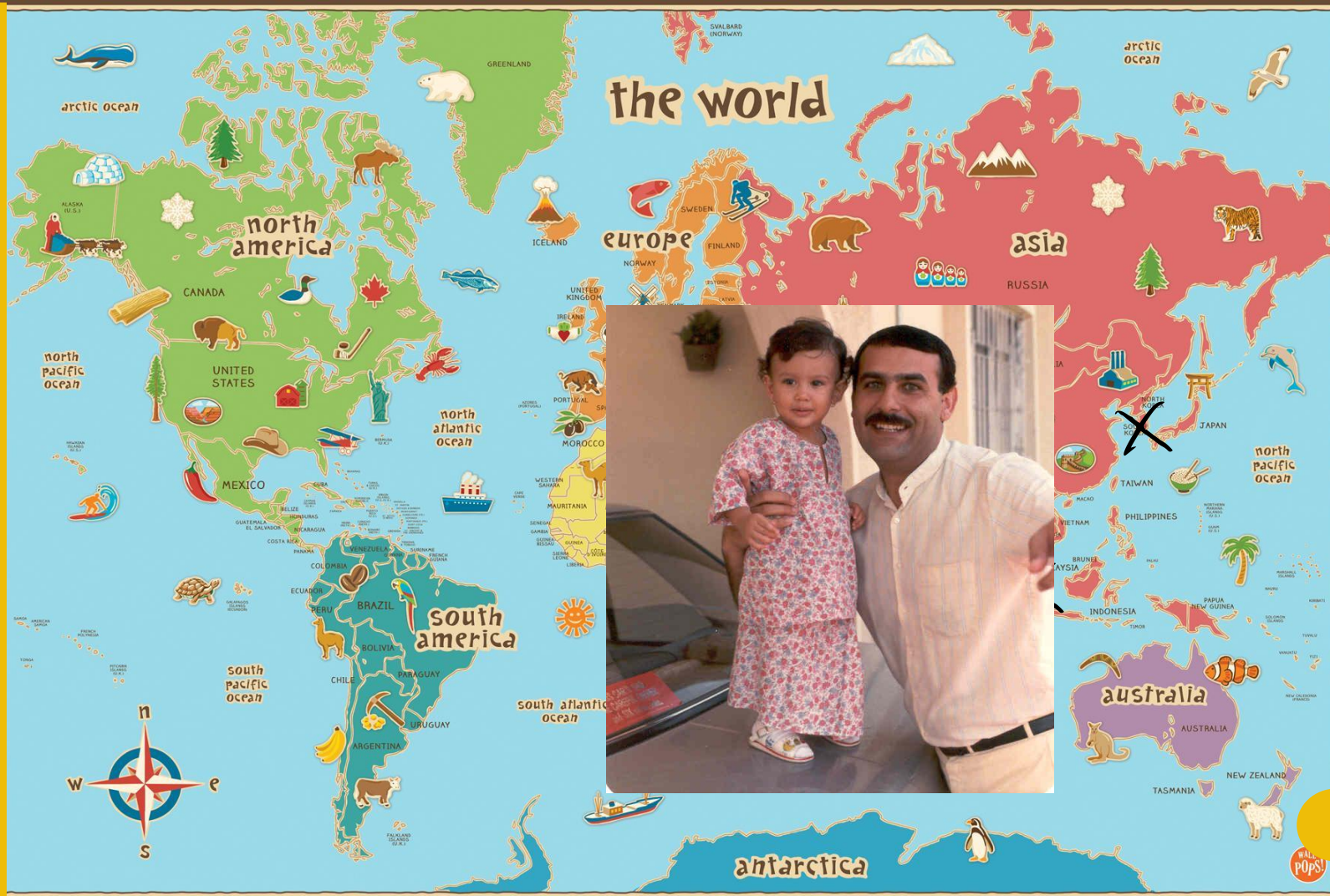


# What would your business look like?



**How Many Of  
You Are Excited  
To Learn This?**







# PEOPLE SAY “YES” WHEN

SUM OF THE VALUE > SUM OF MY FEARS









"I love this!"

# LET'S START BY HOW I STARTED THIS TALK



# LET'S START BY HOW I STARTED THIS TALK

- Removed future objection.
- Removed objection and created demand gap.
- Further Created Demand.
- Built Authority and then positioned my info as the missing link.
- Acknowledging its not easy but it's possible.





Maglev High Speed train





# HERE'S WHAT WE WILL COVER

1. KQYVTS

2. 3 mentalist story hacks

3. Trust is volatile

Maglev High Speed train



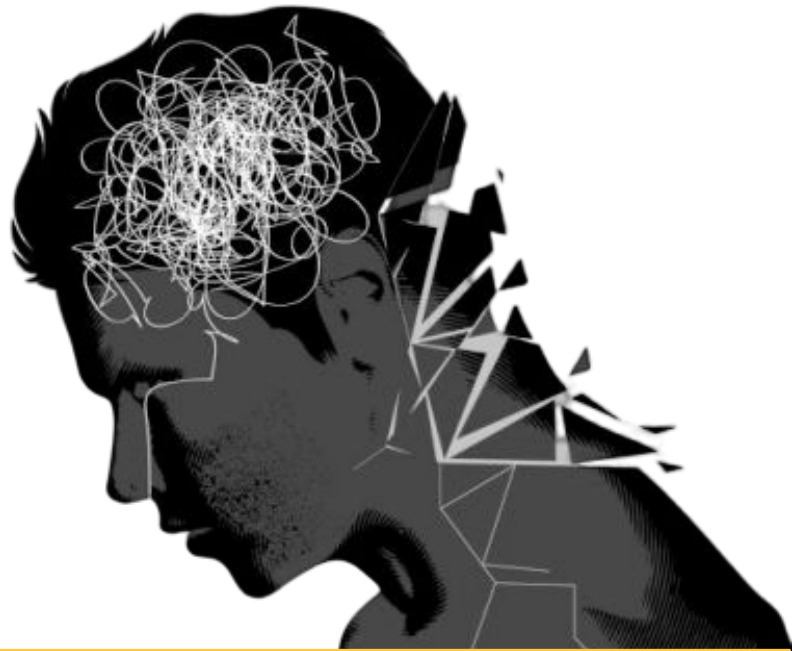
# MY **GOLDEN RULE** OF STORYTELLING



# MY **GOLDEN RULE** OF STORYTELLING

**EFFECTIVE STORIES**

ADDRESS YOUR  
AUDIENCE ANXIETY



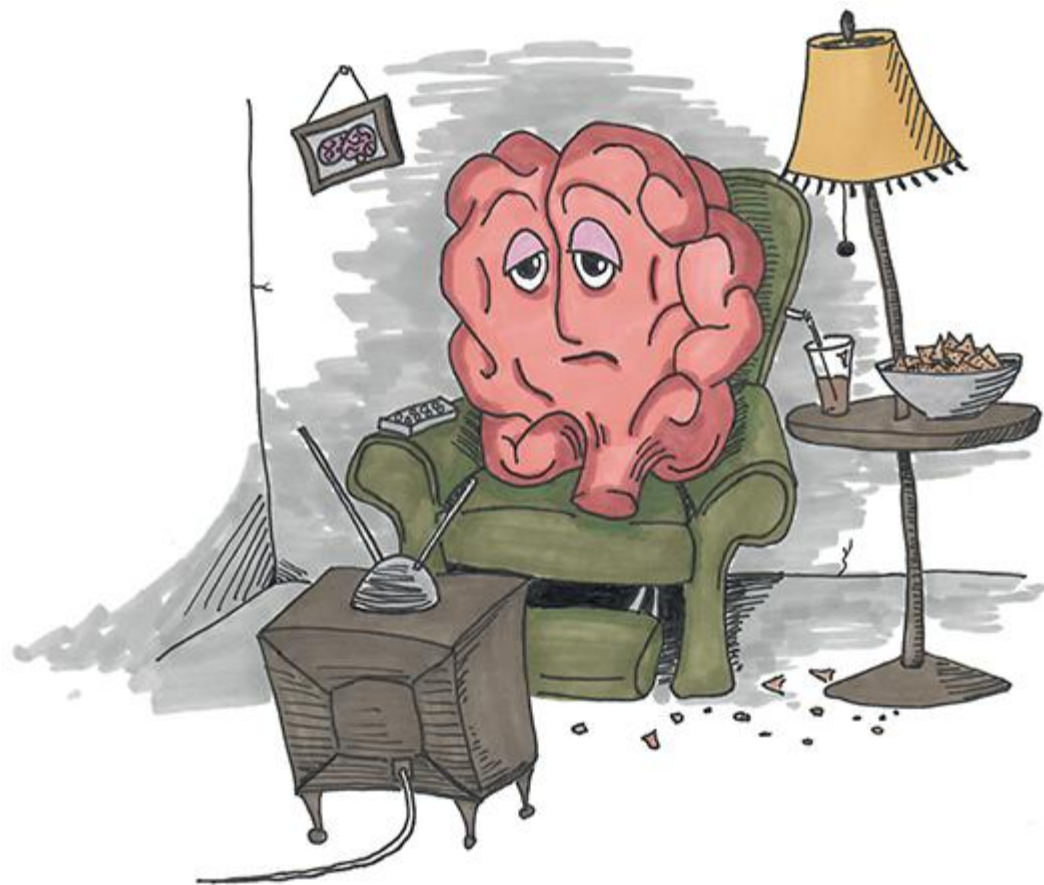
# Hack # 1:

KWYWTS

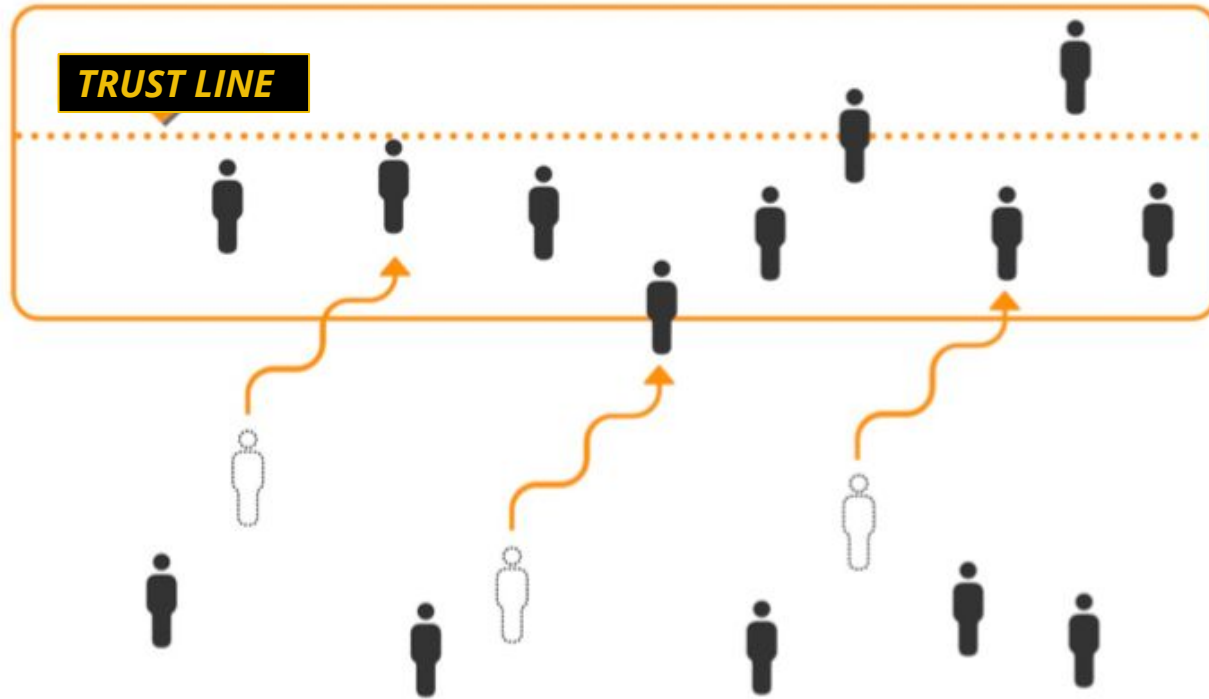
KNOW  
WHAT  
YOU  
**WANT**  
TO  
SAY

(aka... your message.. Aka your objective)





# HOW DO WE FAST TRACK THE **TRUST**?



# Hack # 1:

KWYWTS

KNOW  
WHAT  
YOU  
**WANT**  
TO  
SAY

(aka... your message.. Aka your objective)



# Hack # 2:

## BE A MENTALIST





# 3 WAYS TO BECOME A MENTALIST

**Metaphor** - Find something that explains how the belief is flawed.





A black and white photograph showing a butterfly emerging from its cocoon. The cocoon is attached to a thin, curved branch. The butterfly's wings are partially visible, showing a pattern of dark spots on a lighter background. The background is blurred, showing other branches and leaves.

Just as a Caterpillar Comes out of its Cocoon,  
So we Must Come out of our Comfort Zone

# 3 WAYS TO BECOME A MENTALIST

**Metaphor** - Find something that explains how the belief is flawed.

**Hierarchy of Criteria** - Reframe where they're holding their focus and move it to something more important.



# 3 WAYS TO BECOME A MENTALIST

**Metaphor** - Find something that explains how the belief is flawed.

**Hierarchy of Criteria** - Reframe where they're holding their focus and move it to something more important.

**Always relate things back to them.** "You know how that feels.." "If you're like our customer X.." You know how frustrating it is, when a partner is not reliable..." ,



# Do you think **people want** to pack boxes for a living?

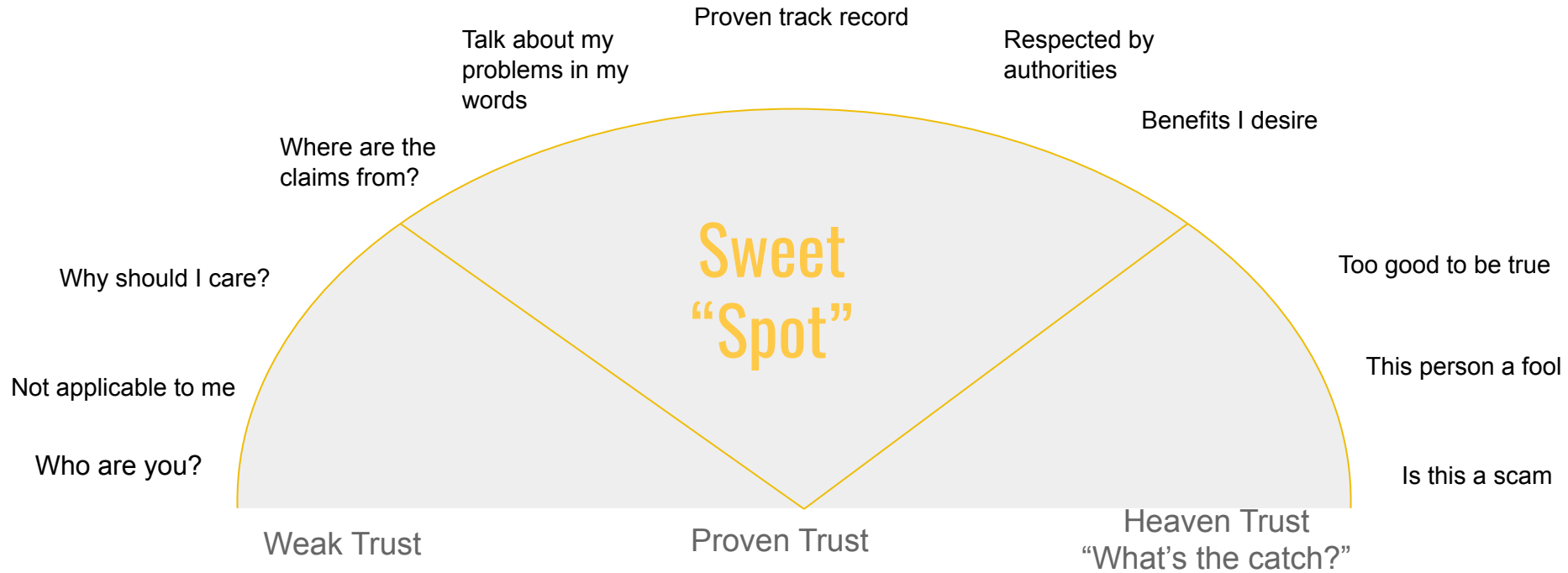


# Hack # 3:

**Trust** is volatile



# TRUST BAROMETER





# How many of you like receipts?



# How many of you like **receipts?**



**Melissa Gollan**  
**CEO & Founder**  
**RIP Global**

# HERE'S WHAT WE WILL COVER

1. KQYVTS

2. 3 mentalist story hacks

3. Trust is volatile

Maglev High Speed train





A black and white photograph of a high-speed train, likely a Shinkansen, traveling on a track. The train is white with dark accents and is moving towards the right. In the background, a large, modern stadium with a distinctive roof structure is visible. A tall tower is also visible in the distance. A blue rectangular box with white text is overlaid on the right side of the image.

**YOUR CHOICE  
WHICH WAY TO GO**

# Your Story. Your Choice

**DOWNLOAD SLIDES:**

[salesstorymethod.com/slides](https://salesstorymethod.com/slides)

